



COLLEEN B. HERNDON

7.22.02

Rick & Roger:

Attached please find the advertising piece for our conversation on

Tuesday at 2pm. We have tested this piece in focus groups and plan to do quantitative research as well.

As you can see, the piece highlights certain sections of our website and has a "booklet" (which will be glued in) that provides the reader with more information in those sections of our website.

Specifically, I am looking for your guidance on the health issues section topic areas and the information we have extracted for the booklet.

I will give you more background when we discuss tomorrow.

Thanks! Colleen

If you could return this piece to me after we discuss - Thanks!

2002
Nov. 18 : USA Today
(one time) Made straight
50 state newspapers
Thurs. 2:30 - 3 PM : E. Herson - 12:30 PM
Mon. 12-3 PM : Roger + Rick + Colleen



7.22.02
Rick & Roger:
Attached please find the advertising
price for our conversation on
Tuesday at 3pm. We have taken this
piece in focus groups and plan to
do quantitative research as well.
As you can see, the price highlights
certain sections of our website
and has a "booklet" (which will be
given in) that provides the reader
with more information in those
sections of our website.
Specifically, I am looking for your
guidance on the health issues
action-topic areas and the information
we have attracted for the booklet.
I will give you more background
when we discuss tomorrow.
Thanks! Colleen
If you could return this piece to me after
we discuss - Thanks!

COLLEEN B. HERNDON

